

### SIGN COMMITTEE MINUTES

Tuesday, April 14, 2009 David Gebhard Public Meeting Room: 630 Garden Street 8:34 A.M.

**COMMITTEE MEMBERS:** NATALIE COPE, *Chair* - PRESENT

BOB CUNNINGHAM, Vice-Chair - ABSENT

Joshua Pemberton - Present Dawn Sherry (abr) – Present Louise Boucher (hlc) - Present

ALTERNATES: ALEX PUJO (HLC) - ABSENT CLAY AURELL (ABR) - ABSENT

CITY COUNCIL LIAISON: GRANT HOUSE - ABSENT DALE FRANCISCO (ALTERNATE) - ABSENT

**STAFF:** RENEE BROOKE, Senior Planner – PRESENT UNTIL 9:04 A.M.

ELVA de la TORRE, Planning Technician - PRESENT KATHLEEN GOO, Commission Secretary - PRESENT

Website: www.SantaBarbaraCa.gov

### \*\* SIGN COMMITTEE SUBMITTAL CHECKLIST \*\*

The Sign Committee will take action when the following are submitted:

- A. <u>Color and material samples</u> referenced to where they will appear on sign. All to be made out on 8 1/2" x 11" white paper or board or foldable to same. All plastic material shall have a matte finish unless otherwise specified.
- B. Photographs of the project site, adjacent buildings surrounding the site, and all existing signs on site must be submitted on 8 1/2" x 11" white paper or board.
- C. <u>Drawing of sign and site plan to an acceptable scale</u> in an 8 1/2" x 11" format foldable to same. Acceptable scales for signs are: 3/4", 1", 1-1/2", 3" = 1'0". For site plans: 1" = 20', 10'; 1/8" = 1'0". Where ground signs are proposed a landscape plan is required. A color rendering of sign is also required.
- D. Drawing of building elevations or portion thereof showing where signs are to be located at 1/4" scale.

Complete sign lighting plans indicating the type, placement, and wattage of the fixture. Where no sign lighting is submitted, it will be assumed that no lighting is planned, and any lighting erected will be considered to be in violation of the Sign Ordinance. Electrical signs require a separate electrical permit.

All submittal materials must remain with the application.

Items will be dropped from the Agenda unless applicant attends the scheduled meeting. If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Elva de la Torre, Planning Technician, at the city of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

#### PLEASE BE ADVISED

Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.

Approximate time the project will be reviewed is listed to the left of each item. It is suggested that applicants arrive a few minutes early. Agenda schedule is subject to change as cancellations occur.

**AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if you need special assistance to gain access to, comment at, or participate in this meeting, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.

**AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. and agendas and minutes are posted online at www.SantaBarbaraCa.gov Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. If you have any questions or wish to review the plans, please contact the Planning Technician at (805) 564-5470 between the hours of 8:30 a.m. to 4:00 p.m., Monday through Thursday, and every other Friday.

**APPEALS:** Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For futher information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

**POSTING:** That on Thursday, April 09, 2009, at 4:00 P.M., this agenda was duly posted on the indoor and outdoor bulletin boards at the Community Development Department, 630 Garden Street, and online at www.SantaBarbaraCa.gov/sign.

### **GENERAL BUSINESS (8:34):**

#### A. Public Comments:

Any member of the public may address the Sign Committee for up to two minutes on any subject within their jurisdiction that is not scheduled for a public discussion before the Committee on that day. The total time for this item is ten minutes.

None.

B. Approval of the minutes of the "special" Sign Committee meeting of **April 2, 2009**.

Motion: Approval of the "special" meeting minutes of the Sign Committee meeting of

April 2, 2009, with corrections.

Action: Sherry/Pemberton, 3/0/1. (Boucher abstained, Cunningham absent). Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from **April 10, 2009** are listed below:

- 1. IL Fustino, 3401 State Street Final approval with conditions.
- 2. Aerie, 301 Paseo Nuevo Final Approval as submitted.
- 3. Kimberly's Wigs & Toupees, 1429 State Street Final Approval as submitted.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

Ms. de la Torre announced that Committee member **Cunningham** will be absent from the meeting, and that Item #3, 3222 State Street was continued indefinitely at the applicant's request.

E. Possible Ordinance Violations and enforcement updates.

Not reviewed.

# **DISCUSSION ITEM**

### **(8:47)**

Discussion to clarify the Committee's previous direction to Staff regarding the acceptable size and illumination type for "OPEN" signs.

Presenter: Renee Brooke, Senior Planner/Signs Design Review Supervisor.

Public comment opened at 8:58 a.m.

Bob Zuratzian, owner of two local businesses, submitted pictures and commented on the Sign Ordinance and violations, specifically neon signage enforcement. He wanted clarification for the required setbacks, and why small neon signs near the window are not allowed when a much larger neon sign set 4 feet back from a window is allowed per the Sign Ordinance. He also wanted clarification on the "open/closed" signage requirements and shared his views for "realistic signage" from a business owners' point of view. He stated that conforming neon "open/closed" signage is either difficult to find or custom made and therefore more expensive for business owners.

Franco Rizzo, supported Zuratzian's comments, and stated that he owns a business with available and affordable "open/closed" neon signage.

Public comment closed at 9:00 a.m.

Committee discussion held.

### Committee comments.

Majority of the Board:

- 1. Thought LED lighting was also appropriate (in addition to neon) for open signs, but were not in favor of blinking or flashing neon signs. This direction should be included in the Guidelines if the LED lighting meets the Outdoor Lighting and Street Light Design Guidelines (Guidelines) requirements;
- 2. Prefer 6-inch letter height, but understood there is a limit to what is available on the market; and
- 3. Neon "open/closed" signage should be considered as part of signage square footage (and allowed per the Guidelines).

### **CONCEPT REVIEW – NEW**

1. **701 CHAPALA ST** C-2 Zone

Assessor's Parcel Number: 037-082-008 Application Number: SGN2009-00043

Business Name: Romanti Ezer Applicant: DCM Graphics

Owner: Brock Nancy Boeseke

(Proposal for two new 8.75 square feet (each) MDO wall signs, for a total of 17.5 square feet. The linear building frontage is 36 feet. The allowable signage is 36 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:04)

Present: Franko Rizzo, Applicant; and Alex Marshall, DCM Graphics.

Motion: Final Approval as submitted with the condition that the white border of the sign

board background color is to match the building color.

Action: Boucher/Pemberton, 4/0/0. (Cunningham absent) Motion carried.

### **CONCEPT REVIEW – NEW**

2. **134 S MILPAS ST** C-2/SD-3 Zone

Assessor's Parcel Number: 017-203-013
Application Number: SGN2009-00045
Business Name: Stop & Shop Gas2
Applicant: DCM Graphics
Owner: Aled M. Abdullatif

(Proposal for two signs: one 13.5 square-foot MDO wall sign, and a face change to an 11.25 square-foot portion of an existing internally illuminated ground sign. The linear building frontage is 45 feet. The allowable signage is 45 square feet.)

(9:11)

Present: Franko Rizzo, Applicant; and Alex Marshall, DCM Graphics.

### **Motion:** Continued two weeks to Full Committee with comments:

- 1) Return with the background color of the illuminated signage to be blue with either red or white lettering.
- 2) The white background color of the wall sign is to match the building color.
- 3) More space is to be added between the letter "s" and numeral "2" so as to be distinctly separate in the word "GAS2" on the proposed on the wall signage.
- 4) The font size of the wall signage may have to be reduced on the wall sign in order to allow for the additional spacing.
- 5) If there is to be dispenser signage, then the requested signage is to be submitted for review.

Action: Boucher/Pemberton, 4/0/0. (Cunningham absent) Motion carried.

### \*\* THE FOLLOWING ITEM WAS CONTINUED INDEFINITELY AT THE APPLICANT'S REQUEST. \*\*

### **CONCEPT REVIEW – NEW**

3. **3222 STATE ST** C-2/SD-2 Zone

Assessor's Parcel Number: 053-332-031 Application Number: SGN2009-00048

Business Name: Agave Inn Applicant: Freedom Signs

Owner: Anthony and Yani Osehan, Trustees

(Proposal for one 21.3 square foot ground sign with a neon "vacancy" sign and exterior lighting to replace a 16 square foot wall sign. The linear building frontage is 40 feet. The allowable signage is 40 square feet.)

**Motion:** Continued indefinitely at the applicant's request.

Action: Boucher/Pemberton, 4/0/0. Motion carried.

### **CONCEPT REVIEW – NEW**

4. **1201 ANACAPA ST** C-2 Zone

Assessor's Parcel Number: 039-183-035 Application Number: SGN2009-00050

Business Name: Coffee Cat Applicant: Signs By Ken

Owner: 1201 Anacapa Partners

(Proposal to relocate two previously approved 9 square foot projecting signs and add one 2.33 square foot wall sign, for a total of 20.33 square feet. The linear building frontage is 39 feet. The allowable signage is 39 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(9:26)

Present: Ken Sorgman, Signs By Ken.

**Motion:** Final Approval as submitted.

Action: Boucher/Pemberton, 4/0/0. (Cunningham absent) Motion carried.

### **CONCEPT REVIEW – NEW**

5. **901 STATE ST** C-2 Zone

(9:30) Assessor's Parcel Number: 039-321-029

Application Number: SGN2009-00052

Business Name: Forever 21
Applicant: Chris Compton
Owner: Aryana, LLC

(Proposal for one 4.3 square foot wall sign made of individual Halo-Lit letters and eight window signs at 0.4 square feet each, for a total of 7.5 square feet. The linear building frontage is 55 feet. The allowable signage is 55 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Chris Compton, Applicant.

**Motion:** Continued two weeks to Full Committee with comments:

1) Return with sample of the finish that is to be of a bronze style finish.

2) Eliminate two window signs on the Canon Perdido Street elevation.

Action: Boucher/Sherry, 4/0/0. (Cunningham absent) Motion carried.

### **CONCEPT REVIEW - CONTINUED**

6. **3768 STATE ST** C-P/SD-2 Zone

Assessor's Parcel Number: 053-300-034 Application Number: SGN2009-00042

Business Name: Chase

Applicant: Bill Hellman

Owner: Gwen Griffin Santa Barbara, LLC

(Proposal for four signs: one 27.00 square foot ground sign internally illuminated with LED; two 7.0 square foot wall signs, made of individual channel letters internally illuminated with neon tubing; and one 1.75 square foot ATM sign internally illuminated with fluorescent lighting, for a total of 42.75 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet.)

(9:40)

Present: Dustin Hanson, Chase; and Teresa Widner, NW Sign Industries.

### **Motion:** Continued one week to Conforming Sign Review with conditions:

- 1) The monument sign with the blue band is acceptable, but it is not to be illuminated.
- 2) The surrounding blue ATM bands are to be removed.
- 3) All parking pole signs are to be reduced to a 6-foot maximum height, and the blue color is to be changed to a more neutral light nickel color (or matte finish).
- 4) Awnings are to return to the Architectural Board of Review for review and approval.
- 5) The wall sign (at 12-inches) located near the ATM is to be relocated to the right on the wall in the same location as the temporary signage.
- 6) The wall sign (at 12-inches) located on State Street side is to be relocated to the right on the wall in the same location as the temporary signage.
- 7) For the ATM signage, the blue line separating the word "CHASE" and the "ATM" letters is acceptable, but not to be illuminated.

Action: Cope/Pemberton, 4/0/0. (Cunningham absent) Motion carried.

### **CONCEPT REVIEW – CONTINUED**

7. **1302 STATE ST** C-2 Zone

Assessor's Parcel Number: 039-133-011 Application Number: SGN2009-00041

Business Name: Chase

Applicant: Bill Hellman

Owner: Washington Mutual

(Revised proposal for five signs: two 4.75 square foot wall signs made of individual Halo-lit letters; one 4.75 wall sign; and two 1.75 square foot (each) ATM signs, for a total of 17.75 square feet. The linear building frontage is 100 feet. The allowable signage is 65 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(10:17)

Present: Dustin Hanson, Chase; and Teresa Widner, NW Sign Industries.

## **Motion:** Continued one week to Conforming Sign Review with comments:

- 1) Return with revised color board, removing all the blue color and use of acrylic for the color board for 1302 State Street location.
- 2) The halo-lit illumination is appropriate for the State Street location, and the Board appreciates the change in material from blue to a bronze matte finish.
- **3**) The ATM finish and color scheme shall be similar as presented with the bronze finish. Applicant to return with a revised design.

Action: Sherry/Boucher, 4/0/0. (Cunningham absent) Motion carried.

\*\* MEETING ADJOURNED AT 10:36 A.M. \*\*